



WTIC-TV

## ORDER

Print Date 10/15/12

Page 1 of 3

Flight Dates 10/16/12-10/29/12

Contract / Revision 398532 /

Original Date / Revision  
10/15/12 10/15/12

Advertiser Senate Majority PAC

Agency Waterfront Strategies

Buying Contact

3050 K St NW  
Suite 100  
Washington, DC 20007Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product  
SEANTE MAJORITY PAC

Agency Com 15%

Billing Contact  
3050 K St NW  
Suite 100  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2098

Alt Order # 06374899

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Order Share 10% Market Value 679500

Competing Station	% of Order	Amount
2WCCT	1%	6795
3WFSB	24%	163080
4WVIT	15%	101925
5WTNH	50%	339750
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	67	\$54,378.75	\$63,975.00	0.00	10/01/12	10/28/12	67	\$54,378.75	\$63,975.00
November 2012	7	\$3,378.75	\$3,975.00	0.00	10/29/12	10/29/12	7	\$3,378.75	\$3,975.00
Totals	74	\$57,757.50	\$67,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/16/12	10/26/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	- TWTF - -	:30	4	\$200.00	03	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4			\$200.00			0.00			
		Week: 10/22/12	10/28/12	- TWTF - -		4			\$200.00			0.00			
E 2	61	10/16/12	10/26/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	- TWTF - -	:30	4	\$1,800.00	03	0.00	NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4			\$1,800.00			0.00			
		Week: 10/22/12	10/28/12	- TWTF - -		4			\$1,800.00			0.00			
E 3	61	10/16/12	10/26/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	- TWTF - -	:30	4	\$200.00	03	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	- TWTF - -		4			\$200.00			0.00			
		Week: 10/22/12	10/28/12	- TWTF - -		4			\$200.00			0.00			
E 4	61	10/16/12	10/26/12		CM	3p-4p	- TWTF - -	:30	4	\$300.00	03	0.00	NM	8	\$2,400.00



